

FIGURE 1



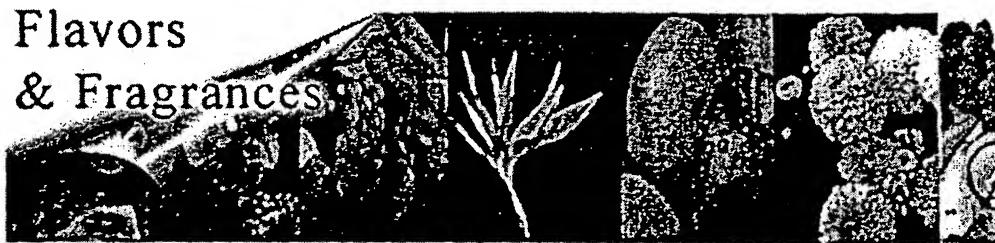
# Hagelin & Company, Inc.

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## Flavors & Fragrances



**"Without Boundaries"** is the philosophy that sets us apart from our competition. For more than 30 years, Hagelin & Company has provided its customers with flavors and fragrances that offer exceptional value and performance to their products. Innovation, education and talent are what make us remain on top of current trends in the industry.

**"We are committed to customer service and satisfaction".** Personalized service, creative experience and technology go into every request. Contact us and together we can give you the competitive edge necessary to introduce the next flavor or fragrance trend.

200 Meister Avenue, Branchburg, New Jersey, U.S.A. 08876-6033

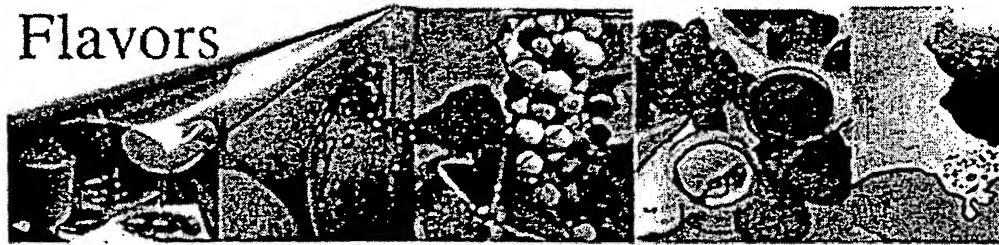
Fig. 2



# Hagelin & Company, Inc.

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## Flavors



Through extensive market research we make it our goal to be aware of flavor worldwide. We pride ourselves on being a "custom flavor house" and sometimes the unique and unconventional ideas are the tradition. Turning dinners into desserts, drinks into soups and exotic fruits into frozen novelties, keeps us ahead of the competition.

With customers in the U.S., Far East, Europe and South America, we accept the challenge of supplying flavors that are appropriate and unique to each part of the world. Our commitment to our customers does not end with just supplying the flavor. We are committed to customer service as well as customer satisfaction. In addition, we have the capability and experience and talent that enables us to offer our customers a "complete package" from ideation to development, from applications to finished product, from technical support to marketing information.

Our staff of highly trained, experienced and talented people welcome the opportunity to provide you with the top level of service you deserve.

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Fig. 3



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## Fragrances



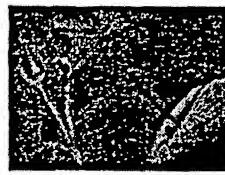
Creativity, service, technology and quality are the reasons Hagelin Fragrances has and enviable record of success in the personal care area. Working with either our customer bases or our own, we have successfully translated concepts into a multitude of products including shampoos, conditioners, lotions and creams.

Since our Inception, Hagelin Fragrances has been actively involved in supplying ingredients to the soap industry. Our creative staff has extensive knowledge in the special requirements necessary to create successful fragrances for the highly competitive soap market. We take a heavily scientific as well as creative approach in creating fragrances for this application while striving to exercise the most efficient and cost effective technologies available. We recently placed special emphasis on the specialty bar soap area and are considered to be a market leader in this category. Our special knowledge of bases and our trademark creativity have time and again resulted in tremendous market success for our customers.

While customer service and reliability are major reasons for our continued development and growth, it is our creativity that our customers find most invaluable. Our unique creative concepts, technical support and impeccable quality and service are the primary reasons we are held in such high esteem by our many customers.

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Fig. 4



# Hagelin Interactive Flavors Database

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## Welcome to the Hagelin & Co. *FlavorWizard*<sup>[tm]</sup> Application

Our new *FlavorWizard*<sup>TM</sup> software represents a revolution in the flavor industry. It allows you to interact, in real time, with our flavor library and to select flavors based on specific keyword descriptors that you select.

All of the flavors in the database have been evaluated by our staff and rated. No flavor that received a rating of less than 'good' is available in the database. That means that you can be assured that each flavor has been specifically selected for its quality performance in a multitude of product bases.

We invite you to evaluate our new system and see for yourself how Hagelin & Company is changing the future of flavors.

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256 → 30  
30 →  
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Fig. 5

# Hagelin Interactive Flavors Database

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## Request Consumer Product Flavor

### Consumer Product Flavor

Enter the name of a consumer product whose flavor you'd like to match; i.e. Cherry Mojo-Cola.

Consumer Product:

### Select A Solubility

Water Soluble:   
Oil Soluble:

### Select Acceptable Legal Statuses

- Artificial:   
BATF Natural:   
Natural & Artificial:   
Natural Flavor:   
Natural Type:   
Natural WONF:

### Kosher Requirements

Check here if your application requires a kosher flavor:

### Select Flavor Application

Bakery

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# Hagelin Interactive Flavors Database

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## Select Flavor End Usages

### Select All Usages For *Artificial Apple*

- Cakes:
- Cookies:
- Crackers:
- Doughnuts:
- Pastries:
- Pies:
- Refrigerated Dough:
- Sugar-Free:

### Select Sample Size

- 1 ounce sample:
- 2 ounce sample:

### Pricing Information

Check here if you require pricing information:

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## Current Order

DC Helms, Inc.  
561 Memorial Parkway  
Phillipsburg, NJ 08859

Email: Clint Helms

Size	Flavor	Sales #	Pricing Info	Delete
1 oz.	Artificial Apple	000021	Yes	Delete

Add Comments To Order

34

Return To Search Results

37

Check Out

32

36

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# Hagelin Interactive Flavors Database

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## FlavorWizard<sup>[tm]</sup> Search Parameters

### Select A Flavor Type

Almond  
Amaretto  
Apple  
Apricot  
Banana

### Select A Solubility

Water Soluble:   
Oil Soluble:

### Select Acceptable Legal Statuses

- Artificial:   
BATF Natural:   
Natural & Artificial:   
Natural Flavor:   
Natural Type:   
Natural WONF:

### Kosher Requirements

Check here if your application requires a kosher flavor:

### Select Flavor Application

Bakery

### Flavor Descriptor Searching

Search using all available descriptors for selected flavor type:   
Search using specific flavor type descriptors:

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[Continued]

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FIG. 10

## Hagelin Interactive Flavors Database

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## Descriptors For Blueberry

## Select Flavor Profile Descriptors

Descriptor	Definition	Select
Aromatic:	fragrant, light, topnote	<input type="checkbox"/>
Astringent:	drying, biting, tannic	<input type="checkbox"/>
Berry:	fruity, juicy, seedy	<input type="checkbox"/>
Bitter:	harsh, quinine, caffeine	<input type="checkbox"/>
Canned:	metallic, tinny	<input type="checkbox"/>
Chemical:	solvent, bitter, burning, unpleasant	<input type="checkbox"/>
Dry:	tannic, astringent	<input type="checkbox"/>
Estery:	fruity, aromatic, light	<input type="checkbox"/>
Floral:	fragrant, perfumed, aromatic	<input type="checkbox"/>
Fleshy:	pulpy, truefruit	<input type="checkbox"/>
Fresh:	aromatic, unprocessed, clean	<input type="checkbox"/>
Fruity:	sweet, candy, estery, non-descript	<input type="checkbox"/>
Green:	unripe, rind	<input type="checkbox"/>
Heavy:	linger, syrupy	<input type="checkbox"/>
Juicy:	succulent, wet	<input type="checkbox"/>
Musky:	fragrant, heavy, animalic	<input type="checkbox"/>
Musty:	damp, stale air	<input type="checkbox"/>
Perfumy:	floral, soapy, fragrant	<input type="checkbox"/>
Pie:	sweet, baked, cooked, warmspice	<input type="checkbox"/>
Pungent:	sharp, acid	<input type="checkbox"/>
Ripe:	aromatic, mature, peak flavor	<input type="checkbox"/>
Seedy:	woody, dry, bitter	<input type="checkbox"/>
Skin:	astringent, dry, bitter	<input type="checkbox"/>
Sour:	acidic, tart, biting, mouthpuckering	<input type="checkbox"/>
Sweet:	candy, syrupy	<input type="checkbox"/>
Tinny:	canned, metallic, tooth-tingle	<input type="checkbox"/>
Woody:	oak, aged, resinous	<input type="checkbox"/>
Syrup:	heavy, sweet, lingers	<input type="checkbox"/>

Match any selected descriptors:   
 Match all selected descriptors:

[Search Flavors](#)

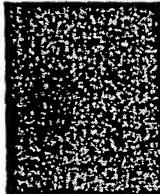
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### Search Results

Flavor	Description	
Blueberry	Blueberry, sweet, ripe; musty, syrup, heavy, fleshy; clean, light	[Det.]
Blueberry	blueberry, cooked; floral, dry, skin, musty; clean, dry	[Det.]
Blueberry	blueberry, sweet, candy, powdery; creamy, powdery; dry, clean	[Det.]
Blueberry	blueberry, fresh, ripe; perfumey, musky; berry, woody	[Det.]
Blueberry	blueberry, ripe, sweet, fresh; musty, jammy, fleshy; skin, woody, clean	[Det.]
Blueberry	blueberry, cooked, jammy; tomato vine, dry, perfumey; musty, woody	[Det.]
Blueberry	blueberry, sweet, juice; syrup, jammy, heavy; slightly perfumey, berry	[Det.]

F16.11

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Phone: (908) 707-4400 • Fax: (908) 707-



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### Flavor Details

Flavor: Natural & Artificial Blueberry

Description: Blueberry, sweet, ripe; musty, syrup, heavy, fleshy; clean,

Solubility: water

Flavor Sales Number: 000185

Select Usage Category:  Bakery

Click Here To Continue -->

Select End Usage Parameters

Return To Search Results

New Flavor Search

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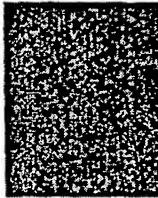
Fig. 12

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Please select your end usage paramters for Natural & Artificial Blue

Check all which

Cake  
Cookie  
Cracke  
Doughnu  
Pastrie  
Pic  
Refrigerated Douc  
Sugar-Fre

Select a sample

1 ounce samp  
2 ounce samp

Check here if you require pricing in

Add This Item To Your Order

Fig. 13

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Return To Search Result

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# Hagelin Interactive Flavors Database

Help

Logout

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Consumer Flavor

## Current Order

DC Helms, Inc.  
561 Memorial  
Parkway  
Phillipsburg, NJ 08859

Email: Clint Helms

Size	Flavor	Sales #	Pricing Info	Delete
1 oz.	Artificial Apple	000021	Yes	Delete

Add Comments To Order

Return To Search Results

Check Out

62 ~~~~~ 54  
~~~~~ 54  
~~~~~ 54  
~~~~~ 54

Logout

Hagelin Website

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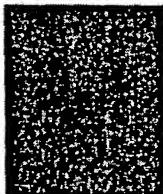
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There are no flavors which match **ALL** of the selected descriptors. You can click on the "Search Again" button to search our database for flavors which may match **ANY** of the descriptors selected.

[Search Again](#)

If you'd like Hagelin to create a **custom flavor** based on the following parameters, click on the "Submit Custom Flavor Properties" button below.

**Flavor Type:** Blueberry

**Solubility:** water

**Kosher:** No

**Descriptors:** Astringent, Bitter, Canned, Dry, Fleshy, Fresh

**Legal Statuses:** Artificial, Natural & Artificial, Natural Flavor, Natural To Natural WONF

Select Usage Category:  Bakery

Click Here To Continue --> [Submit Custom Flavor Properties](#)

Thank you for choosing Hagelin & Company.

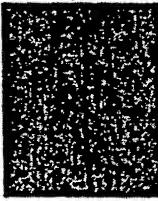
Fig. 15

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## Hagelin Interactive Flavors Database

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Please select your end usage paramters for User-Defined Flavor

Check all which apply

- Cakes:
- Cookies:
- Crackers:
- Doughnuts:
- Pastries:
- Pies:
- Refrigerated Dough:
- Sugar-Free:

Select a sample size

- 1 ounce sample:
- 2 ounce sample:

Check here if you require pricing info:

[Add This Item To Your Order](#)

Fig. 16

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## **FlavorWizard<sup>tm</sup> Instructions**

Welcome to the Hagelin & Company FlavorWizard<sup>tm</sup> ordering help menu. This help system is designed to aid our clients in using this revolutionary new software product.

Please select a help topic from the help menu below:

- Help Overview
- Selecting A Flavor Type
- Selecting Flavor Attributes
- Selecting A Legal Status
- Changing Your Password
- Viewing Your Current Order
- Viewing Flavor Details
- Flavor Search Results
- Logout

Close This Window

Fig. 17